

PUBLIC INFORMATION STATEMENT 3

NATIONAL WEATHER SERVICE NORTH PLATTE NE
1130 AM CDT THU NOV 1 2007

...WINTER WEATHER AWARENESS DAY ACROSS NEBRASKA...

THE NATIONAL WEATHER SERVICE...IN CONJUNCTION WITH THE STATE OF NEBRASKA...HAS DECLARED THURSDAY NOVEMBER 1ST AS WINTER WEATHER AWARENESS DAY. THIS DAY PRESENTS THE OPPORTUNITY TO PROVIDE WINTER WEATHER INFORMATION AND POTENTIALLY LIFE SAVING SAFETY TOPICS TO THE PUBLIC. THIS IS THE THIRD AND FINAL IN A SERIES OF PUBLIC INFORMATION STATEMENTS.

NEARLY EVERY YEAR THERE WILL BE EPISODES OF EXTREMELY COLD AIR WHICH ACCOMPANIES A WINTER STORM. THIS COLD AIR...IF COMBINED WITH STRONG WINDS...CAN CAUSE BITTERLY COLD WIND CHILL TEMPERATURES. WIND CHILL TEMPERATURES ARE BASED ON THE RATE OF HEAT LOSS FROM EXPOSED SKIN DUE TO THE EFFECTS OF WIND AND COLD AIR. THE HIGHER THE WIND AND COLDER THE TEMPERATURES...THE GREATER THE RATE AT WHICH HEAT IS CARRIED AWAY...DRIVING DOWN BODY TEMPERATURE. PROLONGED EXPOSURE TO THESE TEMPERATURES...ESPECIALLY FOR THE ELDERLY AND VERY YOUNG...CAN CAUSE POTENTIALLY LIFE THREATENING DANGERS SUCH AS FROSTBITE AND HYPOTHERMIA.

FROSTBITE IS DAMAGE CAUSED TO BODY TISSUE FROM PROLONGED EXPOSURE TO EXTREMELY COLD TEMPERATURES. THE FIRST RESPONSE FROM THE BODY TO THESE TEMPERATURES IS TO PROTECT VITAL ORGANS...AND THIS IS DONE BY CUTTING DOWN ON CIRCULATION TO THE EXTREMITIES. IF THESE BODY PARTS ARE EXPOSED TO THE COLD AND RECEIVE LESS BLOOD FLOW...THEY WILL FREEZE. THERE ARE DIFFERENT DEGREES OF FROSTBITE...FROM ICE CRYSTALS FORMING ON THE SKIN...TO DARK BLUE OR BLACK AREAS UNDER THE SKIN. IF SYMPTOMS OF FROSTBITE APPEAR...SEEK MEDICAL ATTENTION IMMEDIATELY. IF NONE IS AVAILABLE...GET INDOORS AND SLOWLY WARM THE AFFECTED AREAS. NEVER USE HOT WATER...A HEATING PAD...OR A HAIR DRYER TO QUICKLY WARM THE AREAS...AS MORE DAMAGE MAY OCCUR.

HYPOTHERMIA IS A CONDITION BROUGHT ON WHEN THE BODY TEMPERATURE DROPS BELOW 95 DEGREES...AND CAN KILL IF NOT TREATED. EVEN THOSE WHO SURVIVE MAY HAVE LASTING PROBLEMS. IT IS VERY IMPORTANT TO BE AWARE OF THE SYMPTOMS OF HYPOTHERMIA...AND TO SEEK MEDICAL ATTENTION IMMEDIATELY. SYMPTOMS OF HYPOTHERMIA INCLUDE UNCONTROLLABLE SHIVERING...MEMORY LOSS...DISORIENTATION...INCOHERENCE...SLURRED SPEECH...DROWSINESS...AND EXHAUSTION. TO HELP SOMEONE YOU THINK MAY BE SUFFERING FROM HYPOTHERMIA...AND ARE WAITING FOR MEDICAL ASSISTANCE...WARM THE BODY CORE OF THE VICTIM BY WRAPPING THEM IN A BLANKET...OR EVEN BY USING YOUR OWN BODY HEAT. IT IS IMPORTANT THAT THE BODY CORE IS WARMED FIRST...NOT THE EXTREMITIES. WARMING THE EXTREMITIES FIRST MAY DRIVE COLD BLOOD TO THE HEART...WHICH COULD LEAD TO HEART FAILURE.

FOR MORE INFORMATION ABOUT WINTER WEATHER AWARENESS DAY...VISIT
[HTTP://WWW.WEATHER.GOV/NORTHPLATTE](http://www.weather.gov/northplatte). LOOK UNDER THE TOP NEWS OF THE DAY.

\$\$

MASEK